

BOARD OF COUNTY COMMISSIONERS AGENDA ITEM SUMMARY

Meeting Date: DECEMBER 19, 2006

Division: TDC

Bulk Item: Yes X No

Department: _____

Staff Contact Person/Phone #: Maxine Pacini
296-1552

AGENDA ITEM WORDING:

Approval is requested of a revised logo for the Monroe County Tourist Development Council advertising and promotions program.

ITEM BACKGROUND:

Visit Florida recently conducted a test of the effectiveness of their logo through Southern Methodist University's (SMU) research department. In order to provide comparative analysis, SMU and Visit Florida sought logos from other destinations. The Florida Keys & Key West logo was submitted for testing.

The recommendations for improving the logo included removal of the “Monroe County Tourist Development Council” line to decrease clutter, confusion, length and the business-like impression. The study also indicated that the logo should retain the “Come as you are” positioning line as it was felt to project a laid back and inviting attitude.

The TDC at their meeting of November 14, 2006 moved approval of the Florida Keys & Key West Come as you are logo with the five dots representing the five districts, and approval to add the line "Monroe County Tourist Development Council" underneath the logo for in-county advertising only.

PREVIOUS RELEVANT BOCC ACTION:

CONTRACT/AGREEMENT CHANGES:**STAFF RECOMMENDATIONS:**

Approval

TOTAL COST: _____

BUDGETED: Yes _____ No _____

COST TO COUNTY:_____

SOURCE OF FUNDS:_____

REVENUE PRODUCING: Yes X No _____ AMOUNT PER MONTH _____ Year _____

APPROVED BY: County Atty X OMB/Purchasing N/A Risk Management N/A

DOCUMENTATION: Included X Not Required _____

DISPOSITION:_____

AGENDA ITEM #

SALE/RESALE OF TDC FUNDED ITEMS: Items funded, including creative and resulting work product, by the BOCC/TDC, in accordance with Florida Public Records Law, are owned by the BOCC/TDC *and as such may not be sold.* 09/14/94

Logo/Acknowledgement Usage Guidelines For Events **Destination/TurnKey/Cultural/Fishing Events**

BOCC 9/20/06

Color ads four (4) color processing printing 06/12/91

Black & white ads shall include the Florida Keys and Key West logo in PMS black. 06/12/91

Use on all printed material as listed under the Acceptable Event Marketing Expenses list

TV: logo must appear at the conclusion of commercial

Hats/t-shirts/jackets/koozie cups: must carry the "The Florida Keys & Key West" logo

Radio Advertising: No logo is required. All radio announcements must say "Brought to you by the Monroe County Tourist Development Council"

Trophies: Logos are not required on trophies.

In-County Logo

The below logo that includes the "Monroe County Tourist Development Council" designation is to be utilized in all approved in-county print newspaper ads, magazine ads, street banners, posters and other approved signage efforts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council".



To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Emerson Fales or John Underwood with Tinsley Advertising at 305-856-6060. BOCC 12/20/06

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

Out-of-County Logo

The below logo that does NOT include the "Monroe County Tourist Development Council" designation is to be utilized in all other efforts including



any approved out-of-county print newspaper ads, magazine ads, television commercials, internet advertising (banners, buttons, e-mail blasts), direct mail promotions (brochures and pamphlets) and any approved promotional items including programs, T-shirts, hats, jackets, trophies and koozie cups. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification

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